AAA Northeast

2016-2017 AAA TRAFFIC SAFETY POSTER PROGRAM CONTEST

AAA Northeast invites teachers and students to participate in our annual Traffic Safety Poster & Video Contest. The program is designed to encourage children and young adults to develop a greater awareness of traffic safety by using their creativity to **invent their own slogans** and **design posters** with traffic safety themes.

As students strive to create memorable posters and lead others through example and enthusiasm, they will compete for state awards. This year, more than $4,000 in prize money is up for grabs at the state level. Additionally, the teacher whose student is the top entrant in their respective grade category will be awarded $50. Student entries may also be featured in the 2017-2018 Traffic Safety Poster Program Contest calendar.

KINGERGARTEN & PRIMARY *(Grades 1 & 2)* – **Pedestrian & Child Passenger Safety**
Themes include: Play Away from Traffic, Proper Use of Booster Seats, and School Bus Safety

ELEMENTARY *(Grades 3-5)* – **Getting to School Safely**
Themes include: Nighttime Visibility, Obey Your AAA School Safety Patrols, Bicycle Safety & Helmet Use, and Interacting with Motorists

JUNIOR HIGH *(Grades 6-8)* – **How to Be A Good Passenger**
Themes include: Buckle Up, Don't Distract the Driver, and Dangers of Using a Cell Phone or Changing the Radio While Driving

SENIOR HIGH *(Grades 9 – 12)* – **Safe Teen Driving**
Themes include: Alcohol Awareness, Distracted Driving, Aggressive Driving/Speeding or Safety Belt Use. The message should caution teens to drive safely by avoiding the influence of alcohol and to avoid speeding or driving while distracted.

Students are encouraged to use their imagination in creating an original slogan and design. Previous slogans include: *"This Little Boost Can Make a Big Difference," Stay alert and you won't get hurt!", "Don't Text or You'll Be Next," "Be Sane, Ride Bike Lane," All it Takes is One Glance to Rob You Of a Second Chance," Only Walk When Lights are Green, Sometimes Cars are Really Mean!" and "Big or Small, Safety is for All."*

DEADLINE FOR ENTRIES IS MARCH 3, 2017.

All the information you and your students need to participate can be found in the enclosed flyer. **Please share this information with your art teachers.**

Please contact **Shani Jarvis** at **(973) 377-7204 (x.4855)** or **sjarvis@aaanortheast.com** if you have any questions.

Please mail entries to: Shani Jarvis, AAA Northeast/Public Affairs, 1 Hanover Road, Florham Park, NJ 07932. Entries may also be dropped off at your local branch office in **Florham Park**, **Roxbury**, **Union** or **West Caldwell**. Visit **AAA.com/Branches** for office locations.

Thank you in advance for your cooperation and participation. We look forward to recognizing your students in 2017!

2016-2017 AAA TRAFFIC SAFETY POSTER PROGRAM CONTEST

Rules & Guidelines

- Each participating student should create a poster that illustrates a traffic safety topic **for their grade category.**
- Posters may be formatted vertically or horizontally.
- Please ensure posters are at least 12" x 18", but no larger than 15" x 22".
- Attach entry form to the top left corner on the BACK of the poster
- Fully complete the entry form (handwritten legibly or typed) and ensure you sign it. Ensure every submission has an entry form so students receive credit for their work.
- Slogans may be worded in the student's native language, but must be accompanied by an English translation.
- High School (Grades 9-12) students may choose to submit a video PSA.
    - Must be one- to two-minutes in length
    - Must not show teens drinking or with open alcohol containers
    - Any music must be credited
    - Video formats accepted include: HDV—"HD prosumer" format, DVD, DVCam and Mini DV. Please no VHS or CD-R.
- Use of brand names, the AAA logo, TV or comic characters, trademarks, etc. will disqualify the entry.
- Please review guidelines on poster contest brochure for specifics.
- Entries should be sent to: **Shani Jarvis, AAA Northeast, 1 Hanover Road, Florham Park, NJ 07932**
- Entries can also be dropped off at a AAA branch near you:

Florham Park	**Roxbury**	**Union**	**West Caldwell**
1 Hanover Road	275 Rt. 10 E	2317 Rt. 22 W	905 Bloomfield Ave.
(at Columbia Tpk.)	(Roxbury Mall)	(Center Island)	(Essex Mall)

Winning designs may be featured in AAA traffic safety education materials, member publication, social media pages, websites and promotions.

For more information, please contact: Shani Jarvis, 973-377-7204 (x.4855) or sjarvis@aaanortheast.com.

PLEASE SEND POSTERS TO:

Shani Jarvis
AAA Northeast
1 Hanover Road
Florham Park, NJ 07932
DEADLINE: March 3, 2017

READ THESE GUIDELINES FIRST!!!

- RECOMMENDED POSTER SIZES ARE: 15" x 20", 15" x 22" or 12" x 18".
- Affix entry form to the top left corner on the BACK of the poster.
- Poster can be drawn on the horizontal or vertical axis.
- Poster should illustrate the topic for the appropriate grade category.
- Entry form should be COMPLETE (typed or clearly handwritten) and include teacher/parent's signature.
- Ensure each poster has an entry form so students receive proper credit.
- Poster should be ORIGINAL art. Use of comic or TV characters, photos, and newspaper or magazine clippings is not allowed.
- Poster should conform to flat wrapping when mailing. Please do not roll or use tubes.
- MOST IMPORTANT, HAVE FUN!

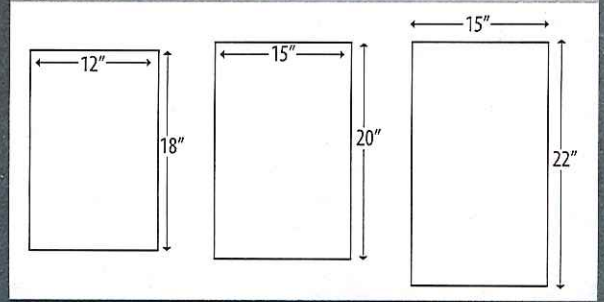
Club No. 240	Slogan/Message		
	Student Name		Grade
	School Name		
School Address		School Phone Number ( )	
City		State	Zip Code
Teacher			2016-2017
E-mail Address			
This certifies that the student's artwork is original and was completed under my supervision		Parent/Teacher Signature	

Club No. 240	Slogan/Message		
	Student Name		Grade
	School Name		
School Address		School Phone Number ( )	
City		State	Zip Code
Teacher			2016-2017
E-mail Address			
This certifies that the student's artwork is original and was completed under my supervision		Parent/Teacher Signature	

Club No. 240	Slogan/Message		
	Student Name		Grade
	School Name		
School Address		School Phone Number ( )	
City		State	Zip Code
Teacher			2016-2017
E-mail Address			
This certifies that the student's artwork is original and was completed under my supervision		Parent/Teacher Signature	

CONTEST RULES

- Entries must be received at the address shown by or before **Friday, March 3, 2017**.
- Grades K - 8 may submit a hand-drawn poster, illustrated vertically or horizontally, measuring no larger than 15" x 22", or a digital submission of their poster design.
- Grades 9 - 12 may submit a choice of entries: a hand-drawn poster, a computer-enhanced/graphic art design, or an audio/visual PSA (no more than one to two minutes in length). Posters may be submitted digitally.
- Entry forms must be typed or handwritten legibly. For paper submissions, affix entry form on the BACK of the poster. If submitting digitally, secure entry form to the front of the jewel case.
- Artwork should illustrate the proper topic for the age group.
- Slogans may be worded in the student's native language, but must be accompanied by an English translation. Make sure text is spelled correctly.
- Please fill out entry forms completely and ensure students' names are spelled correctly.
- All paper entries must be shipped flat.
- Pre-printed, manufactured, copyright or trade-marked names, logos or characters cannot be used. Any songs used in PSAs must be properly credited (title/artist).
- Do not laminate or use glued-on materials that create a 3D effect.
- AAA may use a student's name and poster design in various promotional materials, including (but not limited to) Your AAA member publication, AAA.com and other marketing efforts.



L. Ho • Heritage Middle School *(Livingston)*
3rd Place, Junior High Category • 2015-2016

C. Manies • Beechwood School *(Mountainside)*
3rd Place, Kindergarten • 2015-2016

SUBMIT ENTRIES TO:

AAA South Jersey
Shani Jarvis • Public Affairs
1 Hanover Rd. • Florham Park, NJ 07932

If you have any questions, or need more information, please call (973) 377-7204 (x4855).

AAA Traffic Safety Poster & Video Contest

C. Panero • Florence M. Gaudineer M.S. *(Springfield)*
2nd Place, Junior High Category • 2015-2016

ABOUT THE CONTEST

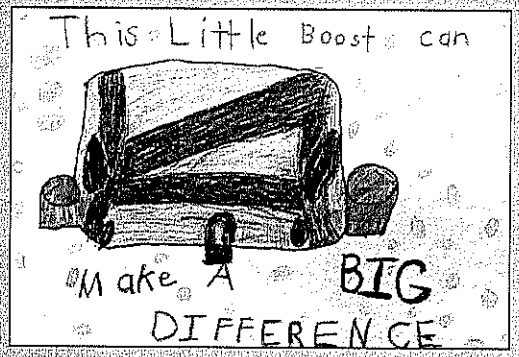
AAA's Traffic Safety Poster Program Contest brings out the creativity in young people, while educating them about important traffic safety issues.

The program's primary aim is to bring awareness to and reduce traffic crashes, a leading cause of death among children in the United States.

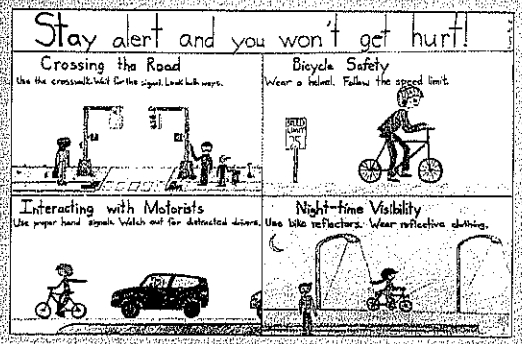
Under the supervision of dedicated educators and parents, students create entries that illustrate a selected traffic safety theme relevant to their age group.

Through memorable entries, students show off their creativity, and lead others by example and enthusiasm.

Entries are judged on the state level for recognition.



T. Dreyer • Evergreen Elementary School *(Scotch Plains)*
3rd Place, Primary Category • 2015-2016



K. Middleton • Holy Family School *(Florham Park)*
3rd Place, Elementary Category • 2015-2016

ENTRY CATEGORIES

KINDERGARTEN
PEDESTRIAN & CHILD PASSENGER SAFETY
(Playing Away From Traffic; Proper Use of Booster Seats; School Bus Safety)

PRIMARY (GRADES 1 & 2)
PEDESTRIAN & CHILD PASSENGER SAFETY
(Playing Away From Traffic; Proper Use of Booster Seats; School Bus Safety)

ELEMENTARY (GRADES 3 - 5)
GETTING TO SCHOOL SAFELY
(Nighttime Visibility; Obey Your AAA School Safety Patrols; Bicycle Safety & Helmet Use; Interacting with Motorists)

JUNIOR HIGH (GRADES 6 - 8)
HOW TO BE A GOOD PASSENGER
(Buckle Up; Don't Distract the Driver; Dangers of Using a Cell Phone or Changing the Radio/CD While Driving)

SENIOR HIGH (GRADES 9 - 12)
SAFE TEEN DRIVING
(Alcohol Awareness; Distracted Driving; Aggressive Driving/Speeding; Safety Belt Use/Buckle Up)

Students in grades 9-12 can submit a hand-drawn poster, graphic arts/digitally-enhanced entry or an audio/visual public service announcement (PSA). The message should caution teens to avoid the many dangers facing teen drivers today. PSAs must be submitted in DVD format only *(no VHS or CD-R)*; must be no more than one to two minutes in length, and must have a title page with the student's name, school and name of the PSA. Please submit only one PSA per DVD.

PRIZE STRUCTURE

FIRST PLACE - $300
Six first-place awards will be presented to the top entrants in each category: Kindergarten, Primary, Elementary, Junior High & Senior High (both hand-drawn/graphic arts and audio/visual submissions).

SECOND PLACE - $150
Six second-place awards will be presented to the top entrants in each grade category.

THIRD PLACE - $100
Six third-place awards will be presented to the top entrants in each grade category.

GRAND AWARD - $1,000
The Senior High Grand Award is presented to the overall Senior High winner.

TEACHER AWARD - $50
Six teacher awards will be presented to the teacher whose student is the top entrant in each category.

For students that work in groups, prize money will be evenly divided among group members.

D. Fay • Cranford High School *(Cranford)*
3rd Place, Senior High/Media Arts Category • 2015-2016

CRITERIA

Grades K - 8

- Relationship of the entry design to proper traffic safety practices
- Originality of how the idea is expressed in the design
- Creativity and execution
- Visual impact of the design
- Relevance and creativity of the slogan

Grades 9-12

- Hand-drawn/graphic arts posters are judged by the same criteria as grades K - 8
- Audio/visual entries must be PSA format and one and two minutes in length. Originality, creativity and the relationship to traffic safety apply.
- All categories **MUST** display/depict proper use of traffic safety principles